



**FACTORS INFLUENCING STUDENTS ENTREPRENEURIAL INTENTIONS
TOWARDS ENTREPRENEURSHIP**

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ABSTRACT

This study is intends to investigate the factors influencing students entrepreneurial intentions towards entrepreneurship of UiTM Melaka City Campus. Five objectives have been determined in this study. First, to identify the relationship between attitude towards entrepreneurial intention. Second, to identify the relationship between personality traits towards entrepreneurial intention. Third, to identify the relationship between perceived behavioral control towards entrepreneurial intention. Next, to identify the relationship between entrepreneurship education towards entrepreneurial intention.

The population of the study consists of 1700 Bachelor Degree students, whilst the sample consists of 300 respondents from six course, International Business, Marketing, Finance, Human Resource, Office Management and Hotel and Tourism. The data were collected by distributing 320 questionnaires, and 300 respondents were returned the questionnaires. Therefore, only 300 questionnaires were used in this study. To analyse the data, descriptive, correlation and regression analyses were used. From the correlation analysis conducted, the results revealed that there are significant positive relationships between all independent variables (attitude, personality traits, perceived behavioral control and entrepreneurship education) and dependant variable (entrepreneurial intention). Meanwhile, from regression analysis conducted, it was found that entrepreneurship education gave more influence to entrepreneurial intention. Last but not least, from the Model Summary derived from the analysis, it showed that all independent variables have major influence on entrepreneurial intention by 90.9% and another 9.1% was influenced by the other factors.